

## ORDER



Orders	Order / Rev:	167612
	Alt Order #:	06349652
	Product Desc:	REP NATIONAL COMM
	Estimate:	3277
	Flight Dates:	09/28/12 - 10/05/12
	Original Date / Rev:	09/26/12 / 09/26/12
	Order Type:	GENERAL

	<b>WDJT-TV-LP</b>
<b>Primary AE:</b>	<b>Matthew Norten</b>
<b>Sales Office:</b>	<b>HDC</b>
<b>Sales Region:</b>	<b>NAT</b>

<b>Agency</b>	<b>Name:</b>	<b>Natl Med. Res Planning &amp; Placement</b>
	<b>Buying Contact:</b>	<b>Kristy Moran</b>
	<b>Billing Contact:</b>	
		<b>815 Slaters Lane</b>
		<b>Alexandria, VA 22314</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Republican Nat'l Committee
	Demographic:	A35-64
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	11	\$8,450.00	\$7,182.50
10/01/12	10/05/12	18	\$9,650.00	\$8,202.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$8,450.00	\$7,182.50	0.00
October 2012	18	\$9,650.00	\$8,202.50	0.00
<b>Totals</b>	<b>29</b>	<b>\$18,100.00</b>	<b>\$15,385.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	16%	\$18,100.00
Market	100%	\$113,125.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,131.25
WISN	28%	\$31,675.00
WITI	28%	\$31,675.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	26%	\$29,412.50
WVTV	1%	\$1,131.25
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type Spots	Amount
E 1	WDJT	09/28/12	10/05/12	Letterman 1035p-1135p CM		1035p-1135p ----2--	:30	2	\$400.00	P-1	0.00 NM	4 \$1,600.00
				Letterman 1035p-1135p								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	----2--	2	\$400.00	0.00					
		Week: 10/01/12	10/07/12	----2--	2	\$400.00	0.00					
E 2	WDJT	09/28/12	10/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p ----1--	:30	1	\$350.00	P-1	0.00 NM	2 \$700.00

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 Estimate: 3277

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/28/12	10/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p ----1--	:30	1	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$350.00			0.00			
		Week: 10/01/12	10/07/12	----1--		1		\$350.00			0.00			
E 3	WDJT	09/28/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ----1--	:30	1	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$1,200.00			0.00			
		Week: 10/01/12	10/07/12	----1--		1		\$1,200.00			0.00			
E 4	WDJT	09/28/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$1,500.00			0.00			
E 5	WDJT	10/01/12	10/01/12	Letterman 1035p-1135p Letterman 1035p-1135p (10:35 PM-11:37 PM)	CM	1035p-1135p 2-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----		2		\$400.00			0.00			
E 6	WDJT	10/01/12	10/01/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$350.00			0.00			
E 7	WDJT	09/29/12	09/29/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11-----2-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----2-		2		\$500.00			0.00			
E 8	WDJT	09/29/12	09/29/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----1-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1-		1		\$400.00			0.00			
E 9	WDJT	09/29/12	09/29/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1-		1		\$1,200.00			0.00			
E 10	WDJT	09/30/12	09/30/12	Sun Late News Sun Late News	CM	10p-1035p -----1	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1		1		\$1,500.00			0.00			
E 11	WDJT	09/30/12	09/30/12	Sun 1030a-11a Green and Gold Game Day Live	SPRT	1030a-11a -----1	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1		1		\$500.00			0.00			
E 12	WDJT	10/04/12	10/04/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p ---2---	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---2---		2		\$400.00			0.00			
E 13	WDJT	10/04/12	10/04/12	M-F 5pm News M-F 5pm News	CM	5p-530p ---1---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1		\$350.00			0.00			
E 14	WDJT	10/02/12	10/02/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -2-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-2-----		2		\$400.00			0.00			
E 15	WDJT	10/02/12	10/02/12	M-F 5pm News M-F 5pm News	CM	5p-530p -1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1		\$350.00			0.00			
E 16	WDJT	10/02/12	10/02/12		CM	M-F 630p-7p -1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wheel of Fortune 630p-7p 630p-7p/Wheel														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$1,500.00		0.00			
E 17	WDJT	10/03/12	10/03/12	Letterman 1035p-1135pCM Letterman 1035p-1135p		1035p-1135p --2----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--2----				2	\$400.00		0.00			
E 18	WDJT	10/03/12	10/03/12	M-F 5pm News M-F 5pm News	CM	5p-530p --1----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$350.00		0.00			
E 19	WDJT	10/03/12	10/03/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --1----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$1,200.00		0.00			
												Totals	29	\$18,100.00